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(54) Information distribution system

(57) A method for multiplexing and demultiplexing commercial and program material within the context of, e.g., an MPEG1 or MPEG2 information distribution system. A system employing the method provides either a single terrestrial broadcast channel or a "virtual head-end" as part of an uplink site which encodes advertising materials, associates the advertising material with "tags" indicative of demographic or content categorisation affinity, and provides the tagged advertising material, along with program material to one or more information consumers.

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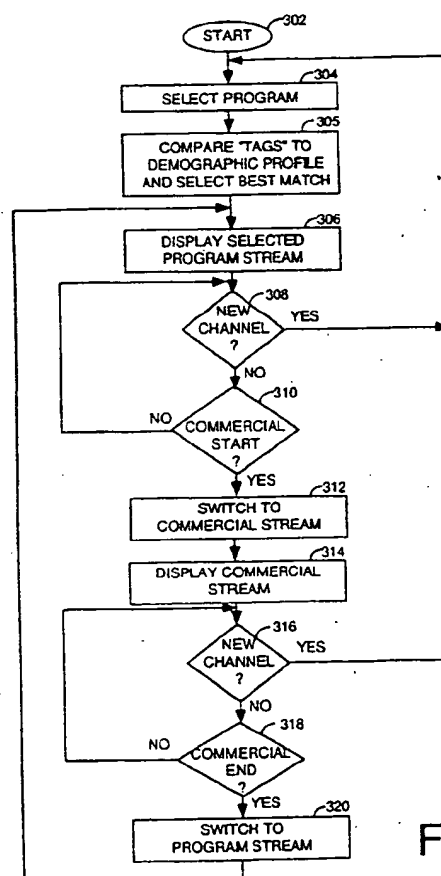


FIG. 3



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EUROPEAN SEARCH REPORT

Application Number
EP 99 30 4652

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Place of search THE HAGUE		Date of completion of the search 14 September 2000	Examiner Beaudet, J
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